



Denver Christkindl Market

World Trade Center
1625 Broadway, Suite 680
Denver, CO 80202 USA
Tel: 1-303-837-6905

Email: info@DenverChristkindlMarket.com

August 9, 2011

Dear Prospective Vendor;

The German American Chamber of Commerce – Colorado will hold its **11th Annual Denver Christkindl Market** from Friday, November 25, 2011, through Friday, December 23, 2011. We invite you to apply to become one of our unique quality merchants who make our authentic German Christmas shopping market a success.

Christkindl Market? Since the Middle Ages, German towns have held their Christ-child markets, or Christkindlmarkt, in market squares. During Advent, running approximately from our Thanksgiving holiday through Christmas Eve, rustic timber booths draped with fragrant evergreen boughs, line the town squares. Here the vendors and artists sell items such as toys, blown-glass ornaments, cones of warm sugared almonds and steaming mugs of Glühwein (spiced mulled wine) to holiday shoppers. It's a charming tradition and a challenge to reproduce in the United States. While we have the convenience of Malls, not market squares, that hasn't stopped the German American Chamber of Commerce from carrying on this tradition, complete with the Christkindl, the market's namesake, and even Saint Nikolaus. Christkindl Market visitors will enjoy traditional wares, food and vendors.

Why become a vendor at the Denver Christkindl Market? The market has become a Denver tradition, drawing visitors from around Colorado as well as Wyoming and Kansas for its German feeling of Christmas and unique shopping opportunities. This 11th production of the **Denver Christkindl Market** again takes place in Denver's Skyline Park along the 16th Street Mall across from the historic Daniels & Fisher Clocktower. The 16th Street Mall enjoys strong pedestrian traffic, 35,000 to 40,000 people are on the mall every day; that is over a million people during the course of the market's operation. The Downtown Denver Partnership works hard to make the mall even more inviting and in 2010 was instrumental in bringing in the Southwest Skating Rink just across the 16th Street Mall from us where 30,000 people reportedly skated and more were present to watch during its 65 day operation.

Christkindl Market vendor applications go through a review process to be sure that the market achieves the best variety of merchandise for our shoppers while allowing each vendor maximum potential for sales. Criteria used for our vendor selection are quality of merchandise, reasonable pricing, uniqueness of merchandise and consistency with Christmas and its related holiday gifts. Please provide either a link to your Website showing sample merchandise or photos for us to review. We have provided an application with this invitation and you may also download it from our Website at www.DenverChristkindlMarket.com at the "Forms" tab under "Vendors." Referral of other vendors would also be appreciated.

We are looking for quality artisans and other vendors offering the highest quality merchandise that reflect the Christkindl Market appeal. Because of limited space, we reserve the right to select vendors that best fit our criteria.

We look forward to seeing your application soon.

Sincerely,

Joshua Seeborg

General Manager
Enclosures

www.DenverChristkindlMarket.com



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Vendor Application 2011

Fill out this Vendor Application to become a vendor at the **2011 Denver Christkindl Market** running from November 25, 2011, to December 23, 2011. All new vendors are required to provide pictures or a link to their Website where their typical products can be viewed. Submission may be via email to info@DenverChristkindlMarket.com or via fax to 1-303-200-7407 or via postal service to the address below.

Vendor Name: _____

Contact Person: _____

Vendor Address: _____

City: _____ State/Province: _____

Country: _____ Postal or Zip Code: _____

Telephone: _____ Fax Number: _____

Email: _____ Website: _____

Preferred Booth Size: Standard ___ 7'x10' @ \$3,500 Double ___ 7'x20' \$6,500

All booths are wood construction enclosed on all sides with a side door for entry and wooden window flap that raises up. Each booth has 110 Volt 60 cycle electricity supplied. Vendors provide their own extension cords of at least 12 gauge in size.

Alternative booth rentals are available this year. Vendors who prefer not to exhibit and sell for the entire market period may rent a booth (only three standard size booths are available) for the following shorter periods from between \$800 - \$1000 per period.

___ Friday Nov 25 – Thursday Dec 1 = \$1000
(Grand Opening and Illumination Weekend)

___ Friday Dec 9 – Thursday Dec 15 = \$800

___ Friday Dec 2 – Thursday Dec 8 = \$1000
(Parade of Lights Weekend)

___ Friday Dec 16 – Sunday Dec 23 = \$800

(Please mark your choice)

Please mark the category (or categories) into which your merchandise fits:

- | | | |
|---|---|--|
| <input type="checkbox"/> Arts | <input type="checkbox"/> Glass & Crystal | <input type="checkbox"/> Scandinavian Imports |
| <input type="checkbox"/> Candles & accessories | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Silk Items |
| <input type="checkbox"/> Christmas decorations | <input type="checkbox"/> Lace | <input type="checkbox"/> Soaps/Lotions |
| <input type="checkbox"/> Clothing/Apparel | <input type="checkbox"/> Music/CDs | <input type="checkbox"/> Wool Items |
| <input type="checkbox"/> Collectibles/figurines | <input type="checkbox"/> Nativity Scenes | <input type="checkbox"/> Woodcrafts |
| <input type="checkbox"/> Cuckoo Clocks | <input type="checkbox"/> Ornaments | <input type="checkbox"/> Food Products |
| <input type="checkbox"/> Dolls & Accessories | <input type="checkbox"/> Photography/Pictures | <input type="checkbox"/> Coffee/Drink Products |
| <input type="checkbox"/> Ethnic Artifacts/Gifts | <input type="checkbox"/> Polish Imports | <input type="checkbox"/> Other (Specify) _____ |
| <input type="checkbox"/> German Imports | <input type="checkbox"/> Russian Imports | _____ |
-

Please provide a description of your merchandise and the range of prices:

Have you previously been a vendor at the Denver Christkindl Market? __Yes __ No If yes, what year were you a vendor? _____

Please sign this application:

Authorized Signature

Date

Printed Name of Person representing Vendor

Printed Name of Vendor Company

The **2011 Denver Christkindl Market** runs from November 25, 2011 to December 23, 2011. Hours are Sunday through Wednesday from 11am to 7pm and Thursday through Saturday from 11am to 9pm. Extended hours for the Parade of Lights on Friday and Saturday, December 2 and 3, 2011.

The **Denver Christkindl Market** will review your application and, if accepted as a vendor, return a Vendor Agreement. The intention is to have all available booths assigned to vendors by June 30, 2011.

Please return your application as soon as possible to:

Denver Christkindl Market
Attn: Joshua Seeberg
4347 W. Kenyon Ave.
Denver, CO 80236
USA
Telephone: 1-303-837-7905

Or fax to 1-303-200-7407 or scan the signed application into a PDF format and email to Seeberg@DenverChristkindlMarkt.com

Thank you for your interest in the **2011 Denver Christkindl Market!!**

www.DenverChristkindlMarket.com